



17th ANNUAL

PROFESSIONALS DAY

Career Conference & Job Fair

INFORMATION PACKAGE

Sponsorship and Exhibitor Opportunities

SATURDAY, SEPTEMBER 29th, 2018
Metro Toronto Convention Centre
255 Front St. West, Toronto



Presented by:

CPA

CHARTERED
PROFESSIONAL
ACCOUNTANTS
ONTARIO

2018 Professionals Day CAREER CONFERENCE & JOB FAIR

About CPAC

CPAC (Cross-Cultural Professionals Association of Canada) is a non-profit organization that has been serving internationally educated professionals for over two decades, especially in helping them gain credential recognition, cultural integration, employment and career advancement, and international business and professional opportunities. The organization now has 31,000 members from various cultural and ethnic backgrounds who range across a wide variety of professional fields. It also has a Young Professional Division (Enlight), that helps young people realize their potential by meeting and learning from the best in business and industry.

Event Overview

CPAC's annual Professionals Day is one of the largest career development events for professionally educated immigrants in Toronto, attended by locally and internationally educated professionals, employers, and service providers from a wide range of industries across the Greater Toronto Area. 2018 will be the 17th year for this event.

Employers will have the opportunity to engage one-on-one with candidates from various industries who are actively seeking employment. There will also be many service providers who can guide new immigrants through transition and development programs, credential upgrades, and further education.

Event Details

Date: Saturday, September 29, 2018

Venue: Metro Toronto Convention Centre

Projected Attendance: 1000+ attendees and 50 exhibitors from across the GTA

Join in the success:



2018 Professionals Day CAREER CONFERENCE & JOB FAIR

Past Conference Topics

Helping Each Other Succeed

Kelvin Vi Luan Tran, Senior Vice President and Chief Auditor, TD Bank Group

Acing Behavioural Interviews with TD Canada Trust

Trixie Mangunpratomo, Branch Manager, TD Bank

Li Hong Xue, Branch Manager, TD Bank

The Top Five Strategies to Kickstart Your Career

Anita Sampson Binder, Vice President of Recruitment Strategy and Delivery, ARES Staffing Solutions

Personal Branding and Networking

Madi McKee, Social Media Manager, Workopolis

Aimee Rieck, Senior Manager, Human Resources, Workopolis

How to Work With a Recruiter to Secure Your Next Opportunity

Jennifer van Amerom, Founder & CEO, Refine Recruitment Inc.

IEP Success Panel

Samuel Yip, Head of Marketing, eBay

Raad Hossain, Manager, Capital Markets Finance, Bank of Montreal

Nicolas Rutikanga, Environmental Advisor, Ontario Power Generation

Moderator: Carmen Jacques, Student Recruitment Manager, CPA Ontario

Career Conversation Panel: Working for the Ontario Public Service

Ryan Sandberg, Recruiter, Ministry of Community Safety and Correctional Services

Howard Ferguson, various roles, Ontario Public Service

Cally Wilson, Recruitment Consultant, Ministry of Government and Consumer Services

Moderator: Nimmy Martin, Manager, Recruitment for Randstad Technologies



2018 Professionals Day
SPONSOR/EXHIBITOR BENEFITS

Expanded Reach/Exposure

- Promote your organization's brand, products, services and capabilities to over 1,000 Internationally Educated Professionals (IEPs) face-to-face
- Reach 250,000+ immigrants through media exposure and other marketing channels
- Reach 1,000+ IEPs through job fair exhibits and event program book
- Reach 30,000 IEPs via regular e-newsletter to membership base
- Event is held at an accessible and centralized location

Fulfill Your Recruitment Needs

- Attendance provides an efficient opportunity to survey a large number of job applicants quickly and inexpensively
- Access to a talent pool of highly skilled and qualified candidates to satisfy your diversity recruitment needs
- Increase your chances of finding the most suitable candidates by evaluating their qualifications on-the-spot
- Position your company/organization as an employer of choice and a leader in inclusive hiring practices
- Enhance your organizational profile in the immigrant community

Networking

- Opportunity to engage and connect directly with 1,000 IEPs one-on-one
- Generate business leads by networking with both representatives from a variety of industries and community organizations and other stakeholders

2018 Professionals Day SPONSORSHIP OPPORTUNITIES

Benefits	Presenting \$15,000 <i>TAKEN</i>	Diamond \$8,000	Platinum \$5,000
Pre-event:			
<i>Press Conference and News Releases</i>			
Opportunity to speak at press conference	3-4 min	2 min	
One pop-up banner at press conference	●	●	
Acknowledgement in pre-event news release	●	●	
<i>Print & Online Media</i>			
Sponsor name and logo on all pre-event advertisements (print, flyers, event posters, social media, website)	●	●	●
Acknowledgement as a sponsor in CPAC e-newsletter (reach: 30,000 IEPs)	●	●	●
Logo in event program book	●	●	●
Ad in event program book (1,000 copies):			
• Full Page Back Cover	●		
• Full Page Inside Cover		●	
• Full Page			●
Logo recognition with link-back on event registration webpage	●	●	
Message in event program book	●		
At the Event:			
Complimentary exhibit booth in job fair for recruitment and promotion of company's products/services:			
• Two booths & lunch for 4 representatives	●	●	
• One booth & lunch for 2 representatives			●
Sponsor logo on event banners and posters	●	●	●
On-stage plaque presentation	●	●	●
Logo recognition on digital slide displayed on screen	●	●	●
Two pop-up banners (on either side of the stage)	●		
Opportunity to make opening remarks on stage	●		
Photo opportunity with keynote speaker	●		
Opportunity to distribute door prize	●		
Post-event:			
Acknowledgment in post-event news release	●	●	
Acknowledgement in email to attendees	●	●	

**2018 Professionals Day
SPONSORSHIP APPLICATION FORM**

Sponsorship Application Deadline: July 31, 2018

Organization Name: _____

Contact Name: _____

Position: _____

Mailing Address (incl. postal code): _____

Email: _____ Phone _____

Please select your choice of sponsorship package:

- Presenting Sponsor (\$15,000) - no longer available
- Diamond Sponsor (\$8,000) - multiple opportunities available
- Platinum Sponsor (\$5,000) - multiple opportunities available

Deadline & Artwork Requirements

Artwork must be submitted as PDF (with high-resolution CMYK images, minimum 300 dpi, all text converted to outlines) **no later than August 31**

Total Cost: \$	
Method of Payment: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Cheque *Please make cheque payable to: CPAC	
Name on Card:	
Credit Card Number:	Expiry Date:

I am a duly authorized representative empowered to execute and sign this contract in the name of my company/organization. I have read and accepted all terms listed above.

Authorized Signature

Date

Please send completed form to Olivia Lum via email: olivia.lum@cpac-canada.ca, fax: 416-298-0068 or mail to: CPAC (attention: Olivia Lum), 4150 Finch Ave. East, Toronto ON M1S 3T9

For inquiries, call 416-298-7885 ext. 111

**2018 Professionals Day
EXHIBITOR & ADVERTISER REGISTRATION FORM**

Early Bird Deadline: July 31, 2018 | Registration Deadline: August 31, 2018

Organization Name: _____

Contact Name: _____

Position: _____

Mailing Address (incl. postal code): _____

Email: _____ Phone _____

Exhibiting Opportunities	Early Bird Rates (before July 31, 2018)	Regular Rates
1) Exhibitor Booth +includes one 6 ft table, tablecloth, two chairs + lunch for two representatives	<input type="checkbox"/> \$870	<input type="checkbox"/> \$995
2) Exhibitor Booth & Full Page Ad +includes one 6 ft table, tablecloth, two chairs + lunch for two representatives +full page colour ad in program book, size 8.5" x 5.5"	<input type="checkbox"/> \$1270	<input type="checkbox"/> \$1395
3) Exhibitor Booth & Half-Page Ad +includes one 6 ft table, tablecloth, two chairs + lunch for two representatives +half-page colour ad in program book, size 4.25" x 5.5"	<input type="checkbox"/> \$1150	<input type="checkbox"/> \$1275
4) Second Exhibitor Booth +includes another 6 ft table, tablecloth, two chairs + lunch for two more representatives	<input type="checkbox"/> \$700	<input type="checkbox"/> \$750

Terms:

- Early bird rates applicable until **July 31, 2018**, after which regular rates will apply. All prices subject to HST.
- All content in ads are subject to approval by CPAC. Ads must be received **no later than August 31** as PDF (with high-resolution CMYK images, minimum 300 dpi, all text converted to outlines).
- Booths have no power supply. Please use battery powered devices only.
- Exhibitors agree they will be responsible for the setup and removal of their exhibit(s).
- No refunds will be issued once payment has been processed.

Total Cost: \$	
Method of Payment: <input type="checkbox"/> Visa <input type="checkbox"/> MC <input type="checkbox"/> Cheque *Please make cheque payable to: CPAC	
Name on Card:	
Credit Card Number:	Expiry Date:

I am a duly authorized representative empowered to execute and sign this contract in the name of my company/organization. I have read and accepted all terms listed above.

Authorized Signature

Date

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